



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

# CONTRACT

<u>Contract / Revision</u> 498431 /		<u>Alt Order #</u> 06365969
<u>Product</u> NRCC IE		
<u>Contract Dates</u> 10/19/12 - 10/25/12		<u>Estimate #</u> 3336
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/19/12	10/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	5	\$10,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/12	10/25/12	MTWTF--				5	\$2,150.00			
N 2	KVVU	10/19/12	10/25/12	The Dr.Oz Show	4-5p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/12	10/25/12	MTWTF--				5	\$350.00			
N 3	KVVU	10/19/12	10/25/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/12	10/25/12	MTWTF--				5	\$450.00			
N 4	KVVU	10/19/12	10/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	10	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/12	10/25/12	MTWTF--				10	\$725.00			
N 5	KVVU	10/19/12	10/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/12	10/25/12	MTWTF--				15	\$700.00			
N 6	KVVU	10/19/12	10/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/12	10/25/12	MTWTF--				5	\$275.00			
N 7	KVVU	10/21/12	10/21/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----1				1	\$1,850.00			
N 8	KVVU	10/21/12	10/21/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----1				1	\$1,200.00			
N 9	KVVU	10/24/12	10/25/12	BB World Series	330pm-8pm		:30			NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WT---				2	\$9,500.00			
<b>Totals</b>											<b>49</b>	<b>\$55,925.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	49	\$55,925.00	\$47,536.25
<b>Totals</b>	<b>49</b>	<b>\$55,925.00</b>	<b>\$47,536.25</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
498431 /	06365969

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/19/12 - 10/25/12	NRCC IE	3336

<u>Advertiser</u>	<u>Original Date / Revision</u>
NRCC	10/12/12 / 10/12/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT12/12 17.27

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_

BUYER NAME NMRPP MEDIAASSISTANT

SALES PRSN PH- TERESA DIFURIA

CLASS: NATL. LOCAL REGIONAL

ICE)

[illegible]

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			OCT12/12 17.27

REP: TO ROSE  
FR NIKKI  
OK'D M1 AND M2 SEE LINES 10-12  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

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AGENCY ADVERTISER CODE = 155      AGENCY EST# = 3336
AGENCY PRODUCT CODE = 426

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2	ES 400P-500P	30	\$350.00	10/19	10/25	2	F, M-TH
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PROGRAM :	DR.	OZ
RA35-64 :	0.9	
CON COM1 :	DR.	OZ

10	A	300P-400P	30	\$350.00	10/19	10/19	1	FRI	1
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PROGRAM : DR. OZ  
RA35-64 : 0.9  
ORD COM1 : TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT19 ON LINE-2 FOR 3 SPOTS/WK

REP HEADLINE# 6365969 TRF# 498431  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT12/12 17.27  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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11	A		300P-400P	30		\$350.00	10/24	10/25	2		W-TH	2
PROGRAM : DR. OZ												
RA35-64 : 0.9												
ORD COM1 : TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 10-11												

9	S		700P-1100P	30		\$9,500.00	10/24	10/25	0		W-TH	0
PROGRAM : MLB: WORLD SERIES												
RA35-64 : 14.0												
CON COM1 : MLB: WORLD SERIES												

12	A		400P-800P	30		\$9,500.00	10/24	10/25	2		W-TH	2
PROGRAM : MLB: WORLD SERIES												
RA35-64 : 14.0												
ORD COM1 : CORRECT TP.												
THIS IS A MAKE-GOOD FOR OCT24 ON LINE-9 FOR 2 SPOTS/WK												

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#2	MISSED: F,M-TH/400P-500P	OCT19(3/WK)	30S	\$350.00	(OCT12/12)
			OFFER: FRI/300P-400P	OCT19	30S	\$350.00	PLS ADVISE.
			& W-TH/300P-400P	OCT24(2/WK)	30S	\$350.00	
CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.							

M2	OK'D	BUY#9	MISSED: W-TH/700P-1100P	OCT24(2/WK)	30S	\$9,500.00	(OCT12/12)
			OFFER: W-TH/400P-800P	OCT24(2/WK)	30S	\$9,500.00	PLS ADVISE.
CMT: CORRECT TP.							

OCT/12 55925.00 CONTRACT TOTAL 55925.00  
TOTAL SPOTS 49

MARKET TOTALS \$223,700 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%  
KTUD 0%

SVC- NSI  
DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6365969  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 10.16  
\*\*\* KVVU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NRCC-IE REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME NMRPP MEDIAASSISTANT

815 SLATERS LANE

SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6365969 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3336 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT8/12 10.16

REP: TO ROSE  
FR NIKKI  
NEW NRCC IE ORDER  
TOTAL \$55925  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155  
AGENCY PRODUCT CODE = 426  
AGENCY EST# = 3336

1			1000P-1100P	30		\$2,150.00	10/19	10/25	5		F,M-TH	5
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PROGRAM : FOX 5 NWS-10  
RA35-64 : 3.9  
CON COM1 : FOX 5 NWS-10

2			400P-500P	30		\$350.00	10/19	10/25	5		F,M-TH	5
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PROGRAM : DR. OZ  
RA35-64 : 0.9  
CON COM1 : DR. OZ

10/19 10/24 10/25 3-4p

OCT8/12 10.16

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			500A-600A PROGRAM : FOX5 NEWS 5A RA35-64 : 1.2 CON COM1 : FOX5 NEWS 5A	30		\$450.00	10/19	10/25	5		F,M-TH	5
4			600A-700A PROGRAM : FOX5 NEWS 6A RA35-64 : 2.5 CON COM1 : FOX5 NEWS 6A	30		\$725.00	10/19	10/25	10		F,M-TH	10
5			700A-900A PROGRAM : FOX5NWS LIV-LV RA35-64 : 2.5 CON COM1 : FOX5NWS LIV-LV	30		\$700.00	10/19	10/25	15		F,M-TH	15
6			900A-1000A PROGRAM : MORE RA35-64 : 1.1 CON COM1 : MORE	30		\$275.00	10/19	10/25	5		F,M-TH	5
7			1000P-1045P PROGRAM : FOX 5 NWS-10 RA35-64 : 3.5 CON COM1 : FOX 5 NWS-10	30		\$1,850.00	10/21	10/21	1		SUN	1
8			1045P-1100P PROGRAM : FOX5 SPRT PLUS RA35-64 : 3.0 CON COM1 : FOX5 SPRT PLUS	30		\$1,200.00	10/21	10/21	1		SUN	1
9			700P-1100P PROGRAM : MLB: WORLD SERIES RA35-64 : 14.0 CON COM1 : MLB: WORLD SERIES	30		\$9,500.00	10/24	10/25	2		W-TH	2
<div style="text-align: right;"> <b>430-89</b> </div>												
OCT/12 55925.00												CONTRACT TOTAL 55925.00 TOTAL SPOTS 49

OCT8/12 10.16  
\*\*\* KVVU-TV \*\*\*

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